BE BOLD. FIGHT BACK.

The next step to ensuring a healthier mouth is focusing on good oral care habits, and sticking to them. This includes regular visits to your dentist, and a daily regimen of brushing, flossing, and rinsing with LISTERINE®.

CONTINUE TO FOCUS ON GOOD HABITS:

- **BRUSH** 2x a day
- **FLOSS** every day
- **RINSE** with LISTERINE® Mouthwash 2x a day for 30 SECONDS

AVOID THESE BAD HABITS:

- Eating sweets/Drinking soft drinks
- Chewing ice or hard candy
- Snacking throughout the day

BE BOLD. ASK YOUR DENTIST OR HYGIENIST QUESTIONS.

Find out what else you can do for a healthier mouth with questions like these:

- I brush and floss every day. Should I consider rinsing with LISTERINE® also?
- Is there anything else I can do to help prevent gum disease and cavities?

TAKE A BOLD STEP TOWARDS A HEALTHIER MOUTH.

What is the best way to floss or rinse?

LISTERINE® Antiseptic rinses do not contain cetylpyridinium chloride (CPC) or chlorhexidine.
LISTERINE® Floss does not contain mouth rinse ingredients.

Use all products only as directed. The LISTERINE®, bottle design, REACH®, and COOL MINT® are registered trademarks of Johnson & Johnson. ABA logo is a trademark of the American Dental Association. © Johnson & Johnson Consumer Inc. 2017
KNOW THE WARNING SIGNS.

IT’S A FACT: Untreated oral disease affects over half of the world population,¹ ² and chronic gum disease actually affects over 90%.³ But by taking the right steps, there’s a lot you can do to help keep your mouth as healthy as possible. The first step is being aware of the early warning signs:

- **Swollen, tender gums**
- **Bleeding gums**
- **Bad breath**
- **Teeth sensitive to hot or cold liquids**

These issues are caused by a build-up of bacteria, and are early signs of cavities, gingivitis, or periodontitis. If you notice any of these signs, talk to your dental health professional immediately about ways to help.

- **CAVITIES** are holes which form in your teeth when acid-producing bacteria dissolve the tooth’s enamel.
- **GINGIVITIS** is the first stage of gum disease. As dental plaque builds up on the gum line, bacteria in the plaque cause inflammation of the gums. There is usually no pain, but gums are red and puffy and may bleed when brushed. The good news is that, with proper care, gingivitis is easily treated and can be completely reversed.
- **PERIODONTITIS** is the next, much more serious stage of gum disease that can occur when gingivitis isn’t properly treated. It can ultimately result in tooth loss…and it’s not reversible.*

TAKE A BOLD STEP: ADD LISTERINE® TO YOUR DAILY REGIMEN.

Even when brushing and flossing are done well, bacteria are still left behind. But rinsing with LISTERINE® Antiseptic kills 99.9% of germs that cause plaque, gingivitis, and bad breath. Making it essential for a whole-mouth clean.

**BRUSHING and FLOSSING cover only 25% of the mouth**

**Adding LISTERINE® Antiseptic covers the other 75% of the mouth**

FOR A VIRTUALLY 100% WHOLE-MOUTH CLEAN⁴

MAKE THE BOLD MOVE.

Add LISTERINE® to your daily routine, and start moving towards a healthier, cleaner mouth with the very first rinse.


MAKE THE BOLD CHOICE FOR A HEALTHIER MOUTH.

With the LISTERINE® that’s right for you:

- **KILLS BAD BREATH GERMS**
- **HELPS PREVENT CAVITIES AND STRENGTHEN TEETH**

ADVANCED TECHNOLOGY FOR A CLEANER, HEALTHIER MOUTH

- **A Burst of Mint Flavor**
- **Easy Sliding and a Superior Clean**
- **Cleans Gently at the Gum Line**

To find out more about every LISTERINE® product, visit listerine.com

Use all products only as directed.